

September xx, 2007

Dear (Personalize):

I would like to introduce you to one of the fastest-growing energy drinks in the United States: Zipfizz.

Zipfizz products are the all-natural, healthy alternative to popular energy drinks. It comes in a powder and liquid form.

Enclosed in your “Zipfizz Energize” kits, you will find an array of items showcasing the entire line of Zipfizz products currently on the market.

- Zipfizz Powder – The effervescent powder contains only 10 calories, no sugar, and 2 net carbs. When mixed with 16 to 20 ounces of water, it offers 25 nutritional ingredients, including nine vitamins, eight minerals, electrolytes and antioxidants. It is available in four flavors: citrus, berry, pink lemonade and orange soda.
- Liquid Shot – The 4 oz. serving size offers a balance of B-12 and electrolytes, which help replenish the body. It delivers a big energy boost without all of the liquid. It is available in fruit punch, mango lemon lime, passion lemon lime and orange lemon lime.
- Immune Fizz – Immune Fizz helps individual’s build up a natural resistance to fatigue, lethargy, allergy and cold symptoms. It’s sugar free, caffeine free and all-natural, and comes in two flavors: tropical and fruit punch.

Also enclosed you’ll find a Zipfizz branded hat and T-shirt. These are two of the many Zipfizz premium items given away at charity and community events visited by the Zipfizz team.

Zipfizz products are available at select Costco Wholesales, Walgreens, Quality Food Centers and Bed Bath & Beyond and many other fine retailers. Products can also be ordered online.

I hope you will take the time to try our products and share your review with your audience viewers and readers. If you would like to learn more about Zipfizz, please visit our website at <http://www.zipfizz.com>.

If you would be interested in an interview with Riley Livingston, Zipfizz president and CEO please let me know and I would be happy to arrange it for you. We also have high-resolution digital images of all the Zipfizz products. If there is anything you need, just ask!

Sincerely,

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